

In the Abstract:

Please amend the abstract as follows:

In order to increase the efficiency of an RFID antenna, which has been printed and then metallized, the invention consists in producing an insulating strip ~~comprising~~ including at least one first recess, which is intended to receive a track or an electrically conductive connection, whereby a slope is provided at the base of the recess and connects one face of the strip with another face thereof. The first recess facilitates conductive ink printing on the insulating strip. The invention also relates to a method of producing said antenna, such that the track is printed continuously on the dielectric support. When the conductive connection is disposed between the dielectric substrate and the insulating strip, the high electric resistance caused by the absence of metallization can be compensated for by increasing the width of the insulating strip.